



WCPO

wcpo.com
kypost.com

ORDER

Print Date 08/06/12

Page 1 of 3

Flight Dates 07/31/12-08/03/12

Contract / Revision 306321 /

Original Date / Revision
07/30/12 08/02/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

Issue. Crossroads GPS TV ADD 07

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 862

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	60	\$33,609.00	\$39,540.00	0.00	07/30/12	08/03/12	60	\$33,609.00	\$39,540.00
Totals	60	\$33,609.00	\$39,540.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	07/31/12	08/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--		4				\$200.00		0.00			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
N 2	WCPO	07/31/12	08/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--		4				\$400.00		0.00			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
N 3	WCPO	07/31/12	08/06/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00



WCPO

Print Date: 08/06/12

Page 2 of 3

wcpo.com
kypost.com

Contract / Revision 306321 Flight Dates 07/31/12-08/03/12

Hiatus Dates

Original Date / Revision 07/30/12/ 08/02/12

Order Sep 00:20:00

Advertiser Crossroads GPS

Product Issue. Crossroads GPS TV Estimate # 862

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$800.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 5	WCPO	07/31/12	08/06/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$260.00	P-3	0.00	NM	4	\$1,040.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$260.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 6	WCPO	07/31/12	08/06/12	M-F 10-11a Right This Morning	CM	10-11a	MTWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$250.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 7	WCPO	07/31/12	08/06/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$500.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 8	WCPO	07/31/12	08/06/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$350.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 9	WCPO	07/31/12	08/06/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
				M-F 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$400.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 10	WCPO	07/31/12	08/06/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$500.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 11	WCPO	07/31/12	08/06/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					5	\$600.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 12	WCPO	07/31/12	08/06/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$750.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 13	WCPO	07/31/12	08/06/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$850.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 14	WCPO	07/31/12	08/06/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF--					4	\$1,600.00		0.00			



WCPO

Print Date: 08/06/12

Page 3 of 3

wcpo.com
kypost.com

Contract / Revision **306321** Flight Dates **07/31/12-08/03/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Issue. Crossroads GPS TV** Estimate # **862**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WCPO	07/31/12	08/06/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 15	WCPO	07/31/12	08/06/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--					4	\$1,600.00		0.00			
Week:		08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 16	WCPO	07/31/12	08/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWT---					3	\$900.00		0.00			
Week:		08/06/12	08/12/12	-----					0	\$0.00		0.00			
Totals														60	\$39,540.00